

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Cultural Advisory Council Meeting

Held Pursuant to Due Notice
Thursday, March 20, 2008

**California Exposition & State Fair
Administration Building Board Room
1600 Exposition Blvd.
Sacramento, California**

Council Members Present

Matthew Franklin, Chair
Maxine Milner Krugman, Vice Chair
Lynda Dotson
Herbert Earl Jr.
Walter Edwards
Mona Foster
Rosemary Jones
Indi Kallirai
Rory Kaufman
Stephanie Nguyen
Sunday Ogbodo
David Rasul
Jose Reynoso
Rachel Rios
Derrell Roberts
Shaunda Davis – Alternate
Reggie Sears - Alternate

Council Members Absent (Excused)

Jerry Chong
Natalie Raz
Amy Tong

Council Members Absent (Unexcused)

Naomi Fualau

Staff Present

Norbert J. Bartosik, General Manager/CEO (GM)
Brian May, Deputy General Manager (DGM)
Erica Manuel, AGM, Marketing & PR (AGM)
Tina Novoa, Event Coordinator (EC)
Paul Gillingham, Entertainment Coordinator (ENT)
Robert Craft, Police Chief (CHF)
Greg Kinder, Exhibits Supervisor (ES)
Carol Buchanan, California Fine Arts Coordinator (FAC)
Heather Lopez, Marketing Assistant (MA)
Greg King, Step Up Youth Outreach Coordinator (YOC)

1. CALL TO ORDER

Chair M. Franklin called the meeting to order at 4:37pm.

2. ROLL CALL AND COUNCIL MEMBERS ABSENT

Introduction of Council Members and staff were made.

3. INTRODUCTION OF GUESTS

Lori Bartle, Mering Carson
Alex, Mering & Associates
Pepper Von, Dance Studio Owner and Instructor

4. APPROVAL OF MINUTES

Motion: to approve the Minutes of the February 25, 2008 Meeting

(Made by Committee Members W. Edwards, seconded by R. Kaufman)

Voice Vote: all in favor, motion carried.

Council requested that the Council Minutes be sent at least a week prior to the meetings and allow time to review them.

Staff acknowledged the request and offered to mail the Minutes along with the Meeting Agenda in the future.

5. CONSENT CALENDAR

None

6. CORRESPONDENCE

a. None

7. UNFINISHED BUSINESS

a. Update of Cultural Advisory Council By-Laws

CAC Members will receive a draft of the By-Laws to review and provide input. Staff will accept comments from members, edit and submit for Board approval in the Fall.

Some of the questions that need to be addressed with the revisions include, "How is an alternate chosen if you have one (1) vacancy and two (2) alternates"

and “When does the alternates term become effective, is it when they are appointed or when they become a member?”

b. Olympic Exhibit Update

Council Member R. Rios reported on behalf of Council Member A. Tong who could not attend.

The site has been confirmed and the event will be held at the Cal Expo Grandstands and free to the public. KCRA 3 is on board as a sponsor. Council Member A. Tong is still meeting with several community organizations and that there is a lot of interest in this event. Council Member R. Rios asked if the Council could help support and assist by informing their culture about the event and offered their services to support with entertainment or the Parade of Nations.

c. Youth Leadership Summit

Council Member R. Kaufman will schedule a meeting with Council Member R. Rios to draft the Youth Summit proposal and bring it to the Council and staff for input.

8. NEW BUSINESS

a. Advertising Creative

The Mering Staff presented rough concepts of three (3) advertising campaigns for the California State Fair. Mering also asked the Council for feedback on how these concepts translate to other languages and cultures.

AGM E. Manuel asked Council to provide comments by the following week to her or EC T. Novoa.

At the meeting, all three (3) concepts are deemed appropriate.

b. State Fair Entertainment

GM Bartosik reported on the confirmed headliner acts to date but not in any particular order:

- Doodle Bops
- Weird Al Yankovic
- Fab 4 – Tribute to the Beatles
- Air Supply
- Gary Allan

- Low Rider Band (formerly known as WAR)
- Chicago
- Grand Funk Railroad (The American Band)

Chair M. Franklin assigned Council Members: J. Chong; M. Foster; R. Kaufman; R. Rios; and J. Reynoso to sit on the Entertainment subcommittee, he noted that all other members were welcome to attend. This subcommittee will review last year's entertainment and budget and assist staff with booking cultural entertainment throughout the Fair grounds and staying on budget.

GM Bartosik also commented on Sonny Alforque's letter regarding the Hollywood entertainment theme. He reiterated that the State Fair will not highlight any inaccurate or demeaning portrayals of any ethnic or cultural group as Hollywood may have done in the past. Our goal is to work closely with the CAC and the community at large to celebrate the many accurate and positive portrayals of cultural diversity in the movies, televisions and other forms of entertainment.

Council Member D. Rasul informed staff that the Sacramento City College District has an instructor that teaches diversity and could be a good resource if needed.

c. California Language Teachers Association – '08 Language Exhibit

AGM E. Manuel reported that she along with ES G. Kinder met with the CLTA group to discuss their participation at the State Fair. They will be executing a flag program to celebrate the languages taught in California schools. CAC members were asked to provide support with securing flags.

9. ADDITIONAL STAFF & MEMBER UPDATES

- a. FAC C. Buchanan reported on programming elements:
A new exhibit will replace kid's activities in the Kids Park. The Sea Lions entertainment program will perform several times during the day and provide photo opportunities and other activities in between.

Ag Day at the Capitol is scheduled March 25 and the Council invited to stop by the Cal Expo & State Fair booth.

AGM E. Manuel introduced Greg King as the Step Up Youth Program Coordinator for 2008. With the assistance of Pepper Von, an expert in the dance team is expected to increase in quality. Council Member R. Kaufman asked that once the team was assembled and ready, that he would like for their first (1) performance be held in May at the Capitol.

AGM E. Manuel and Vice Chair M. Krugman met to discuss ways to bring seniors to Cal Expo not just the Fair. More and more seniors are not driving to the Mondavi Center, Arco Arena or Community Center due high gas prices and the

economy. Cal Expo is centrally located, with accessible bus transportation and several events throughout the year that seniors would enjoy attending.

Council Member R. Rios requested that a meeting with Chief Robert Craft and AG E. Manuel to meet the director of AmeriCorps to discuss their involvement at the Fair. All parties agreed.

10. MATTERS OF INFORMATION

a. Cal Expo Job Opportunities

Lists of updated job opportunities were distributed.

b. Public Comments

None

c. Member Comments

Council Alternate R. Sears invited Council and staff to attend the 100 Black Men of Sacramento, Inc.'s "Real Men Can Cook" fundraiser, April 13th as well as the Community Resource Fair sponsored by Hmong, Mien, & Lao Community Taskforce, March 27, 2008. Further information would be emailed to EC T. Novoa for distribution to staff and Council Members.

Council Member M. Foster invited the Council and staff to the final Town Hall Meeting sponsored by the District Attorney's Office, the District' Attorney's Multi-Cultural Community Council and the NAACP scheduled for March 27th at the Antioch Progressive Church. Further information would be emailed to EC T. Novoa for distribution to staff and Council Members.

Council Member R. Kaufman invited Council and staff to attend the NAACP's Annual Prayer Breakfast, March 27th at the Lions Inn, at 7:00 a.m.

d. Staff Comments

EC T. Novoa reminded Council that the California Exposition & State Fair Board of Directors Meeting is scheduled for March 28th.

The following events were distributed:

- Independence Day Celebration, July 4th
- Grape & Gourmet, July 10
- Live Harness Racing and their special food & drink special
- 2008 California State Fair, August 15 through September 1

The next CAC meeting is scheduled for Thursday, June 19th.

e. Other Comments, if any

11. ADJOURNMENT

The meeting was adjourned at 6:20 p.m.